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The Year 2011 is drawing to a close and 2012 is just around the corner. It is time to make up resolutions for a successful and a favorable new year. When I mean resolutions, I refer to the really genuine ones which we would follow sincerely. Making resolutions just for the sake of it is not something nice to think of. We may happen to fall out on some of the resolutions that we made, over the year, but then keeping up at least a 50% of it would be considered a success!

What is the connection between resolutions and Social media?

Social Media is the trend of today's internet savvy world. Everybody wants to create their own unique spaces so as to establish themselves effectively on the web. This may just be a hobby for some but a profession for many. When it comes to Social Media in business, there are a great number of things to be kept in mind. Here is my message to these professional guys â€“ Think of a plan for the ensuing year, Come up with resolutions!

You may wonder how resolutions may help these professionals. Since the media is evolving every day, new trends and methods are being implemented on a trial and error basis only. Apart from following traditional (yet effective) techniques, one has to keep up with this rapid transformation. So this yearâ€™s resolutions should be in a way as to dump those practices that were utterly futile and adapt successfully to the changes around you. It can either be saying no to some methods or pledging to do a more of something. Here are a few suggestions that may help you to get started on this task.

Saying No to these

Spamming - What? Do Social Media professionals spam their users? It may sound ridiculous, but then what we are all totally unaware of is, how our frequent updates become spam in the eyes of the users. We tend to post more often on our social networking sites or tweet the same thing again and again, thinking that this will draw more users to our site. Chuck this out, if you have been doing it all along, without realizing its consequences.

Self â€“ Promotion - I totally agree that you have to establish your credibility in order to promote your business on the social media. But then it should not be only you, your business all the time. This will create an impression that you are acting like an â€˜I-am-a-know-it-allâ€™. Take some time to hear out you users as they may have valid suggestions. Listen to your competitors or others who are well versed in your niche.

Adding More of these

Planning â€“ This has become an essential part of any business. Without proper planning, you cannot expect the needed profits and turn-overs. So plan more effectively and most importantly â€˜Stick to itâ€™.

Video tools - Video promotions are being hailed as the future for social media as they reflect a lot of creativity on the part of the professional. So become an expert in using these to your advantage. Create more video presentations about your product and related issues. Become innovative, that is what is needed!

Social Footprints - Keeping track of your progress on the social media is a must. It is like self-analyzing your performance and exploring avenues for improvement. Make the fullest use of the

Google Analytics tool.

These are merely suggestions which will help the professionals in general. However, task- specific or product specific resolutions need to be made by those individuals based on the performance of the previous year.

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